

KC BizCare – Business Customer Service Center

DATE: August 31, 2012

TO: Richard Usher, Assistant to the City Manager

FROM: John Pajor, KC BizCare

SUBJECT: Monthly Report – July 2012

On July 17 Sixth District Councilman Scott Taylor announced the Storefront Initiative. Through this effort the City of KCMO pledged increased financial support for the non-profit Justine Petersen Microloan Program. The council hopes to promote economic activity in targeted areas where there are vacant storefronts.

KCBizCare staff referred 30 customers to microloan seminars to be offered in August by Justine Petersen. The expansion of the microlending program comes on the heels of a recent survey posted on Forbes.com in which 36% of the respondents cited financing as the biggest obstacle to starting their own company.¹

"Knowing where to begin" was the second biggest obstacle named by survey participants. This correlates with the broad array of questions that we receive from customers about local requirements and resources for entrepreneurs. On average 33% of the people who visit KC BizCare indicate that they are first-time business owners.

We are happy to report that in July we issued a revised and updated version of our resource guide in English and Spanish. We have paper copies of the guide that we will distribute to clients and resource partners; both versions are also available on the KC BizCare web page.

Our thanks to Rebecca Lahann and Jan Wilkinson of the Human Resources Department's Education and Development Division, for leading a series of strategic planning discussions with KC BizCare staff. These conversations helped us clarify our mission and establish objectives for the upcoming year. Here is a summary of key goals:

• Continue to build relationships with city staff who administer rules that impact small business. These relationships are a critical factor supporting our ability to make timely and accurate referrals

¹ See "Are You An Entrepreneur" survey adapted from a Kauffman FastTrac questionnaire posted on forbes.com since June 1, 2012.

- Inform the public about the services we offer to small business. This includes working the City Communications office to improve our web page as well as a combination of paid advertising and no cost public speaking opportunities
- Maintain existing resource partner contacts and reach out to agencies, institutions and associations that support small business.

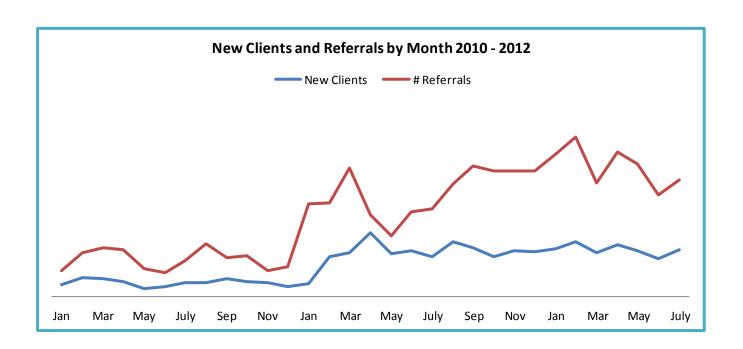
The full text of our strategic plan is available upon request.

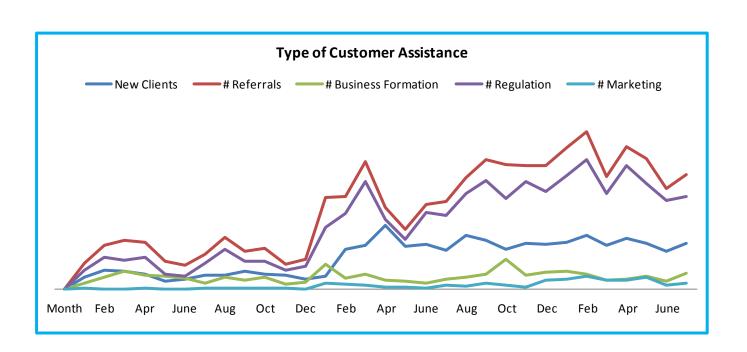
Referrals to City, State, Federal Departments & Resource Partners	July 2012	# of
Entity	Type of Referral	Referrals
City Departments		
Finance - Business Licensing	Regulatory	104
General Services - Procurement	Business Formation	1
Health - Community & Environment Health	Regulatory	1
KC BizCare	Business Formation	2
Mayor and City Council	Business Formation	1
Neighborhood & Community Services - Neighborhood Services Division	Regulatory	1
Neighborhood & Community Services - Regulated Industries	Regulatory	4
Planning & Development - Building Codes	Regulatory	2
Planning & Development - Contractor Licensing	Regulatory	3
Planning & Development - Development Management	Regulatory	3
Planning & Development - Home-based Business, IB # 117	Regulatory	50
Planning & Development - Investigations Division	Regulatory	3
Planning & Development - Land Management Division	Regulatory	1
Planning & Development - Permits Division	Regulatory	13
Planning & Development - Zoning Clearance	Regulatory	128
Police Department	Regulatory	1
State Departments		
Missouri Department of Health & Senior Services	Regulatory	1
Missouri Dept of Revenue	Regulatory	8
Missouri Department of Motor Vehicle Carriers	Regulatory	1
Missouri Secretary of State	Regulatory	14
Federal Departments & Agencies		
IRS Small Business & Taxpayer Information	Regulatory	7
Small Business Administration	Business Formation	1
Resource Partners		
Central Industrial District Association of Kansas City	Business Formation	1
City of Blue Springs - Business License Office	Regulatory	1
EDC Loan Corporation	Business Formation	2
Entrepreneurial Legal Services Clinic - UMKC	Business Formation	10
Google - Get Your Business Online	Business Form/Marketing	2
H & R Block Business and Career Center	Business Formation	4
Hispanic Economic Development Corporation	Business Form/Marketing	1
Internet Webpage Information	Business Form/Marketing	3
Inventor's Club of Kansas City	Business Form/Marketing	1
Jackson County Assessment Office	Business Formation	1
Justine Petersen Micro-lending Program	Business Formation	30
Kansas City Volunteer Lawyers & Accountants for the Arts	Business Formation	1
KC Artist Link	Business Formation	1
KCSourceLink	Business Form/Marketing	8
Main Cor	Business Form/Marketing	1

Referrals to City, State, Federal Departments & Resource Partners - Jul	y 2012, continued	# of
Entity	Type of Referral	Referrals
Metropolitan Community College - Business and Learning Solutions	Business Form/Marketing	1
Northeast Kansas City Chamber of Commerce	Business Form/Marketing	1
SCORE of Kansas City	Business Formation	5
The Freelance Exchange of Kansas City	Business Form/Marketing	2
UMKC Small Business Development & Technology Center	Business Form/Marketing	1
Total Referrals:		427

Networking Contacts	July 2012
Entity	Date
City Plan Commission	7/3/2012
Social Media Club of Kansas City	7/6/2012
Mid-America Regional Council	7/11/2012
Missouri Enterprise	7/12/2012
MainCor Development Corporation	7/13/2012
Kauffman Foundation	7/25/2012
Troost Alliance	7/25/2012

Month	New Clients	First Time in Business	%	Home-based Business	%
August	200	22	11.0%	77	38.5%
September	180	56	31.1%	56	31.1%
October	148	40	27.0%	47	31.8%
November	170	45	26.5%	45	26.5%
December	166	48	28.9%	41	24.7%
January	175	59	33.7%	55	31.4%
February	201	86	42.8%	72	35.8%
March	161	72	44.7%	61	37.9%
April	189	87	46.0%	70	37.0%
May	169	81	47.9%	62	36.7%
June	140	62	44.3%	55	39.3%
July	172	70	40.7%	50	29.1%
	2071	728	35.2%	691	33.4%





Active Clients June 2009 - Dec 2010	471	542	608	664	695	732	783	850	905	955	993	1041
Month of 2010	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	95	162	181	174	102	89	131	193	142	150	94	111
Number assisted with business formation	23	43	66	52	47	39	22	44	34	43	20	26
Number assisted with regulatory/licensing	69	118	109	118	54	49	96	147	105	103	72	84
Number assisted with marketing	3	1	1	4	1	1	4	2	3	4	2	1
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up w ithin 3 w eeks	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of networking events	9	9	3	8	6	5	5	5	6	7	7	4
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients June 2009 - Dec 2011	1189	1351	1586	1744	1871	2022	2117	2317	2497	2645	2815	2981
Month of 2011	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	341	345	472	302	222	313	324	413	481	462	460	460
Number assisted with business formation	92	40	57	35	31	22	38	46	57	111	52	61
Number assisted with regulatory/licensing	231	283	401	259	185	286	273	355	402	290	401	364
Number assisted with marketing	22	18	14	8	6	5	13	12	22	14	7	35
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up within 3 weeks	N/A	100%	100%									
Number of networking events	7	4	9	2	6	7	9	13	9	10	13	10
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients June 2009 - YTD	3156	3357	3518	3707	3876	4016	4188
Month of 2012	Jan	Feb	Mar	Apr	May	Jun	Jul
Number of referrals	524	586	419	531	486	374	427
Number assisted with business formation	66	57	33	38	49	29	60
Number assisted with regulatory/licensing	421	483	354	459	394	329	346
Number assisted with marketing	37	47	32	34	43	16	21
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%
% of clients follow-up within 3 weeks	N/A						
Number of networking events	4	20	18	8	11	16	7
Average satisfaction rate YTD	10	10	10	10	10	10	10

This is how the data breaks out by industry/business acti	vity:		
2011 Business Customers by NAICS Code			
Primary business activity:	#	%	
Agriculture, forestry, fishing	3	0.1%	
Mining	2	0.1%	
Utilities	2	0.1%	
Construction and trades	241	12.0%	
Manufacturing	78	3.9%	
Wholesale trade	60	3.0%	
Motor vehicle parts & dealers	121	6.0%	
Retail trade/including electronic shopping	330	16.5%	
Transportation/warehousing	56	2.8%	
Information/communication	27	1.3%	
Finance/insurance	38	1.9%	
Real estate/ rental leasing	54	2.7%	
Professional/scientific/technical services	169	8.4%	
Administrative support / waste management services	210	10.5%	
Educational services	20	1.0%	
Healthcare and social assistance	70	3.5%	
Arts, entertainment, or recreation	79	3.9%	
Accomodations or food service	167	8.3%	
Other services, including repair and personal services	254	12.7%	
Religious, grant making, civic organizations	20	1.0%	
Total:	2001	100.0%	

- Agriculture, forestry, fishing
- Mining
- Utilities
- Construction and trades
- Manufacturing
- Wholesale trade
- Motor vehicle parts & dealers
- Retail trade/including electronic shopping
- Transportation/warehousing
- Information/communication
- Finance/insurance
- Real estate/ rental leasing
- Professional/scientific/technical services
- Administrative support / waste management services
- Educational services
- Healthcare and social assistance
- Arts, entertainment, or recreation
- Accomodations or food service
- Other services, including repair and personal services
- Religious, grant making, civic organizations

